

FIG. 1

(2/10)

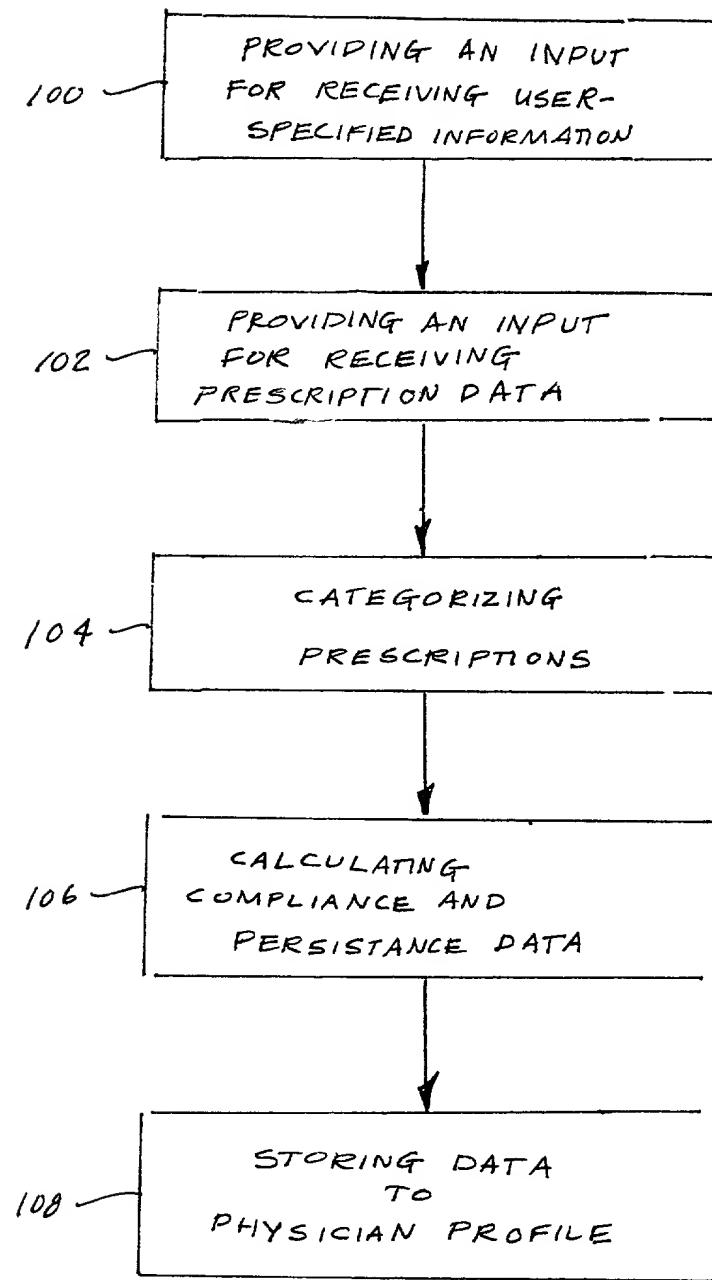


FIG. 2

(3/10)

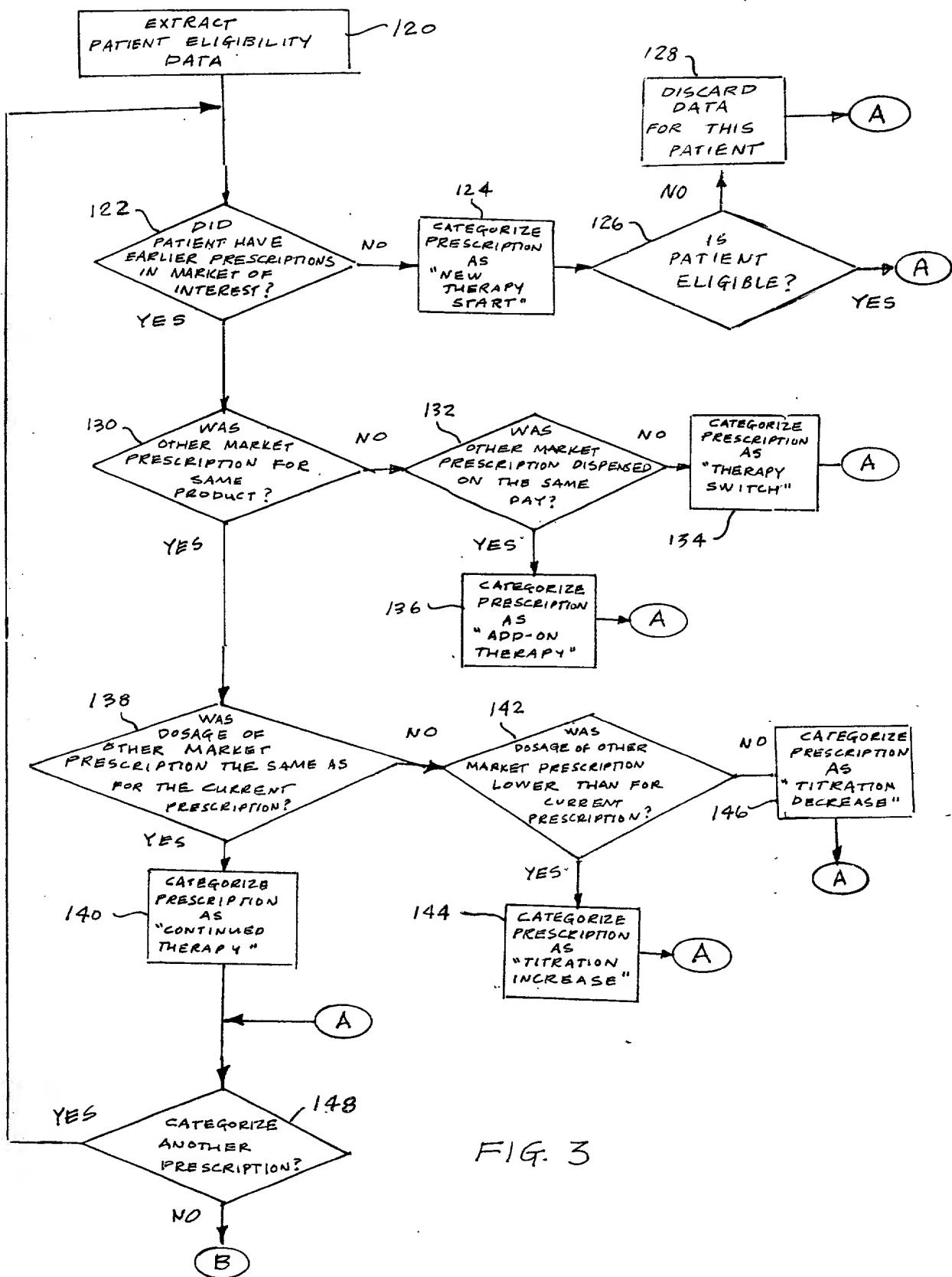


FIG. 3

301 302 304 306

308 309 310 " 311 312

	Product	Dosage	Start	99	Mar '99	Apr '99	May '99	Jun '99	Jul '99	Aug '99	S							
	Drug #1	20MG	Fri 2/12/99	2/7	2/21	3/7	3/21	4/4	4/18	5/2	5/16	5/30	6/13	6/27	7/11	7/25	8/8	8/22
2	Drug #1	20MG	Tue 3/9/99															
3	Drug #1	40MG	Thu 3/25/99	3/08														
4	Drug #2	150MG	Fri 4/23/99															
5	Drug #2	225MG	Fri 5/7/99															
6	Drug #2	225MG	Sat 5/22/99															
7	Drug #2	225MG	Sat 6/5/99															
8	Drug #2	300MG	Tue 6/22/99															
9	Drug #3	75MG	Fri 7/2/99															
10A	Drug #2	75MG	Thu 7/8/99															
10B	Drug #2	300MG	Thu 7/8/99															
10C	Drug #4	15MG	Thu 7/8/99															
11A	Drug #2	75MG	Thu 7/22/99															
11B	Drug #2	300MG	Thu 7/22/99															
11C	Drug #4	15MG	Thu 7/22/99															
12	Drug #4	30MG	Wed 7/28/99															
13A	Drug #2	300MG	Sat 8/7/99															
13B	Drug #2	75MG	Sat 8/7/99															
14	Drug #4	300MG	Tue 8/17/99															
15	Drug #2	300MG	Sat 8/24/99															
16	Drug #2	75MG	Sat 8/24/99															

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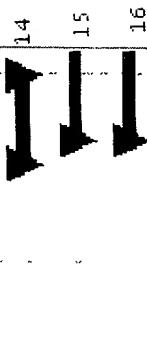


FIG. 4

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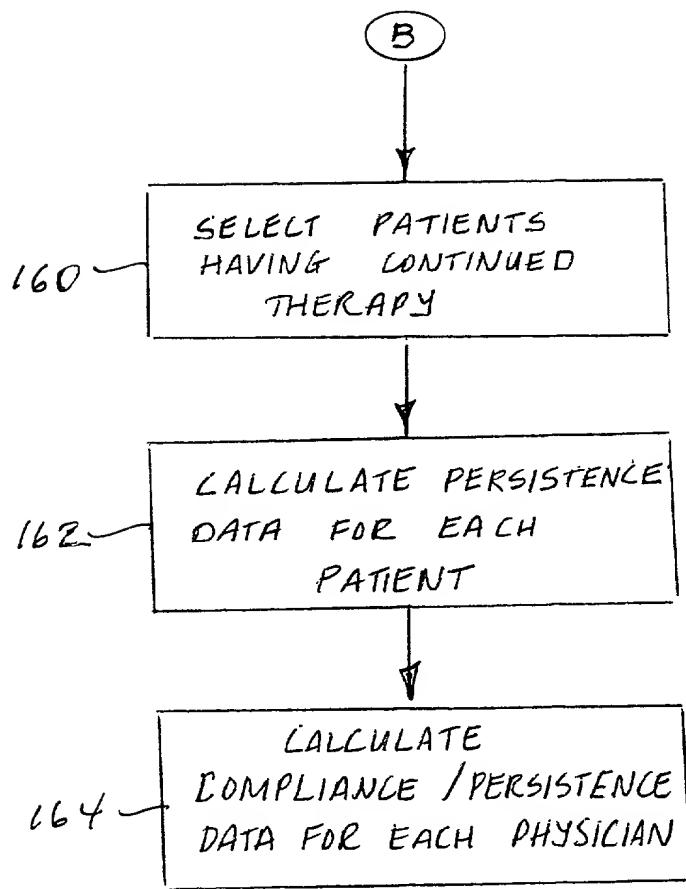


FIG. 5

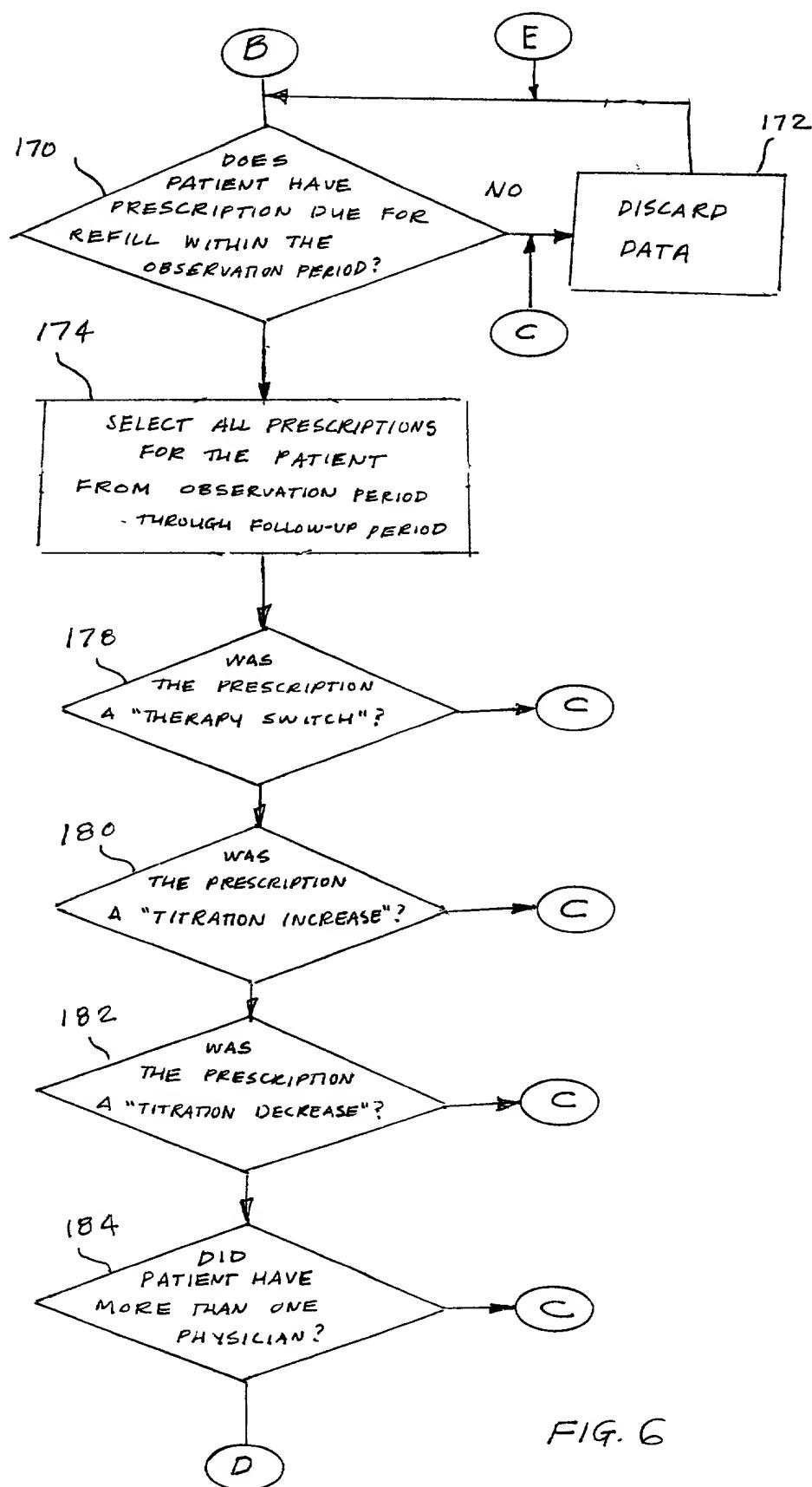


FIG. 6

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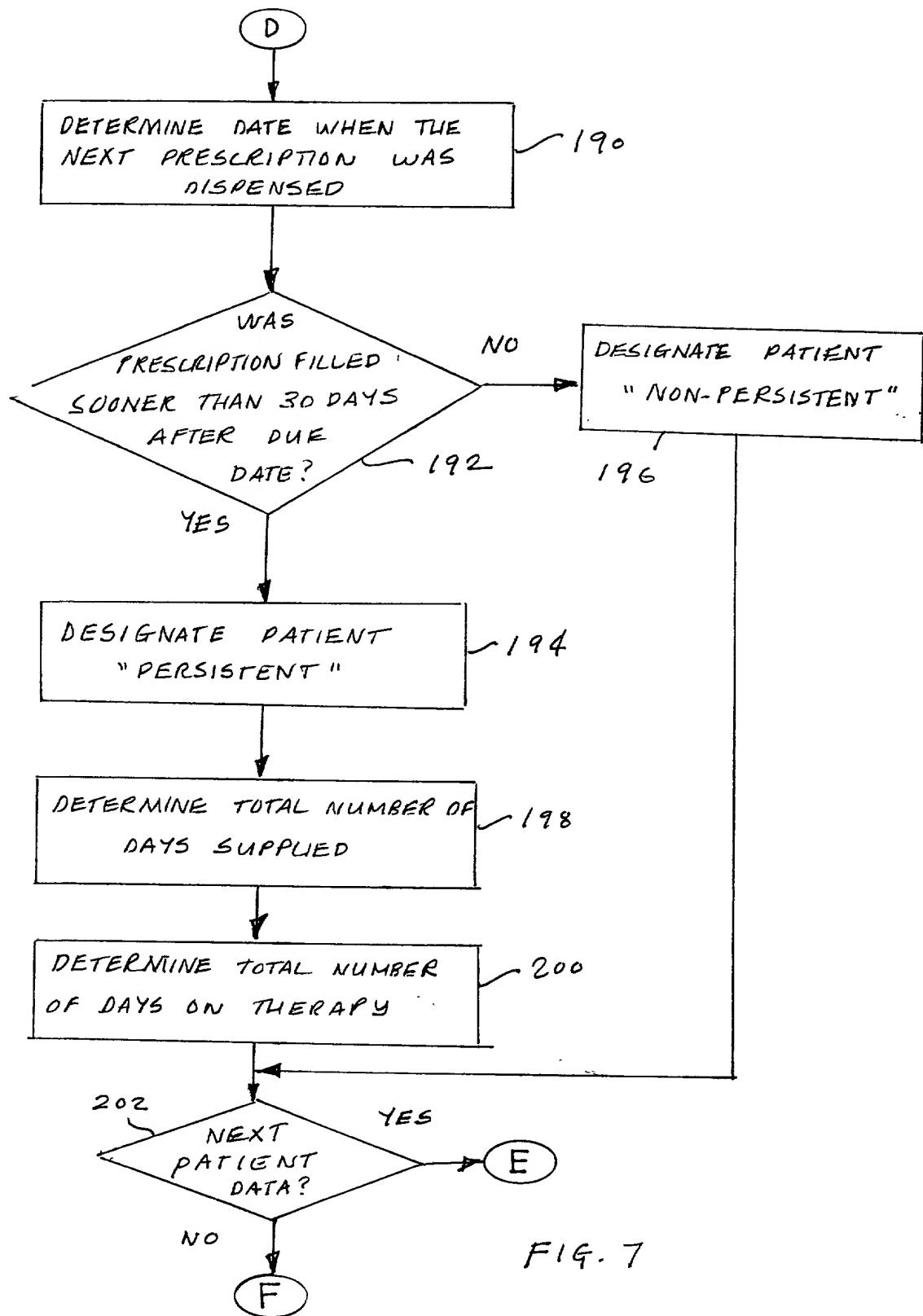


FIG. 7

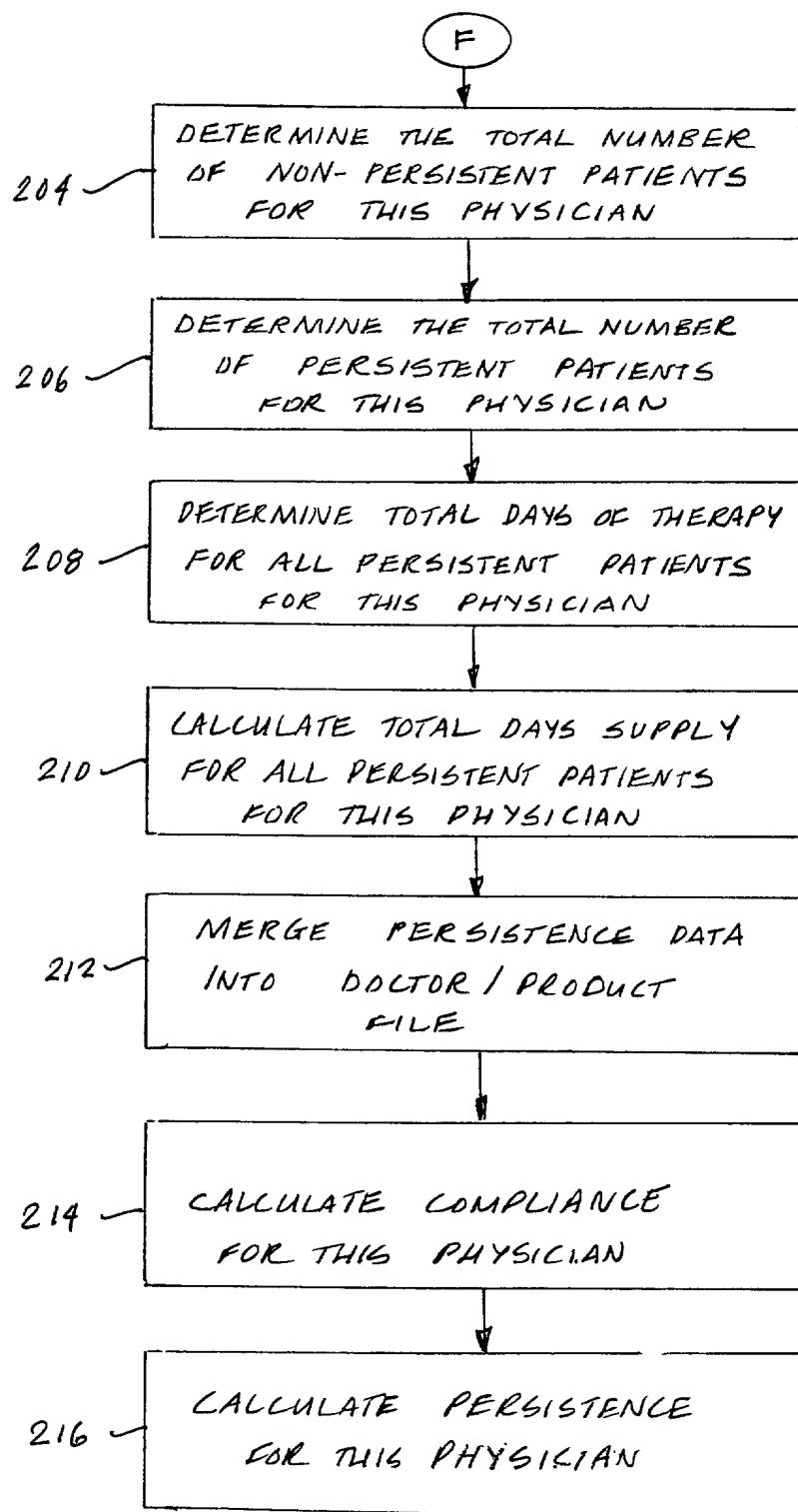


FIG. 8

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350

352	PHYSICIAN DGE. JOHN
354	PRODUCT DRUG #1
356	20 NEW THERAPY START(S)
358	27 CONTINUED THERAPY
360	10 THERAPY SWITCH
362	5 TITRATION INCREASE
364	8 TITRATION DECREASE
366	80% PERSISTENCE
368	75% COMPLIANCE

FIG. 9

EARLYVIEW - EarlyView Report (Jul 1999 - Jul 2000)

**TOP 50 PRESCRIBERS FOR ROLLING 12M MARKET VOL
Key Products: DRUG #1, DRUG #2**

400

402

405

CHRONIC PAIN

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
EARLYVIEW SUMMARY	DRUG #1	N	1196	21.3	23	17.9	1	3	25.7	21	22
	DRUG #2	U	4594	67.5	62.6	70.1	64.2	64.3	70.1	69.8	76.2

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CHRONIC PAIN

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
PRESCRIBER	DRUG #1	D	38	10.1	9.7	22.2	17.5	19.8	15.4	17.7	18.3
	DRUG #2	U	164	71.4	73.2	70.4	82.5	75	84.6	72.1	81.7
	MKT VOL		213	14	15	17	20	7	26	21	20

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CHRONIC PAIN

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
PRESCRIBER	DRUG #1	N	38	10.1	9.7	22.2	17.5	19.8	15.4	17.7	18.3
	DRUG #2	N	164	71.4	73.2	70.4	82.5	75	84.6	72.1	81.7
	MKT VOL		213	14	15	17	20	7	26	21	20

This Prescriber is showing RAPID Switching behavior from DRUG #1 to DRUG #2 since December.

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INTERNAL MEDICINE

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
SMITH, MARY	DRUG #1	N	38	10.1	9.7	22.2	17.5	19.8	15.4	17.7	18.3
0240583012 (4)	DRUG #2	N	164	71.4	73.2	70.4	82.5	75	84.6	72.1	81.7
151 EVERETT AVE	MKT VOL		213	14	15	17	20	7	26	21	20

SLOWLY making DRUG #2 the choice of secondary therapy, replacing DRUG #1, trend starting June of 2000

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INTERNAL MEDICINE

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
ADAMS, JOHN	DRUG #1	U	63	5	6	2.4	6.2	13.8	6.8	5	2.3
4954565009 (1)	DRUG #2	U	917	85.9	77.9	83	78.9	72.4	88	86.5	87.2
3 WOODLAND RD, SUI	MKT VOL		1093	63	48	71	75	57	67	68	114

New therapy starts SIGNIFICANTLY above average market share; Steady decline in the use of DRUG #1 for new therapy starts since September

422c

INTERNAL MEDICINE

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
MARTIN, MIKE	DRUG #1	N	91	37	28.4	33	31	30.7	59.2	60.3	64.4
0432852025 (123)	DRUG #2	N	73	53.7	50	49.9	61.2	54.1	24.4	33.8	28.5
2 RANCH AVENUE	MKT VOL		185	13	18	15	16	8	21	17	15

TITRATING UP on DRUG #1 slower than average; Demonstrating switching behavior to other therapies / drugs faster than other prescriptions

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INTERNAL MEDICINE

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
SUDSBURY	DRUG #1	N	531	658	677	623	507	496	443	415	372
MA 01776	MKT VOL		672	672	672	672	672	672	672	672	672

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INTERNAL MEDICINE

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
MARTIN, MIKE	DRUG #1	N	91	37	28.4	33	31	30.7	59.2	60.3	64.4
0432852025 (123)	DRUG #2	N	73	53.7	50	49.9	61.2	54.1	24.4	33.8	28.5
2 RANCH AVENUE	MKT VOL		185	13	18	15	16	8	21	17	15

420

INTERNAL MEDICINE

Market Sales Force		R12M		NRX		Jul'00		Jul'00		NRx Market Share (%)	
Territory	Product	Trend	VOL	Trend	VOL	07/07	07/14	07/21	07/28	08/04	08/11
MARTIN, MIKE	DRUG #1	N	91	37	28.4	33	31	30.7	59.2	60.3	64.4
0432852025 (123)	DRUG #2	N	73	53.7	50	49.9	61.2	54.1	24.4	33.8	28.5
2 RANCH AVENUE	MKT VOL		185	13	18	15	16	8	21	17	15

420